

AUG 24 2004

OFFICIAL

PATENT

Attorney Docket No. 99-836

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

James Howard DREW et al.

Application No.: 09/593,118

Filed: June 13, 2000

For: A METHOD FOR EVALUATING
CUSTOMER VALUE TO GUIDE
LOYALTY AND RETENTION
PROGRAMS)
)
) Group Art Unit: 3623
)
) Examiner: Robinson Boyce, Akiba K
)
)
)
) Confirmation No.: 5555
)
)Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT

In reply to the final Office Action mailed May 24, 2004—with a period for response extending through August 24, 2004, and the prosecution on the merits having been reopened by a Request for Continued Examination filed herewith—Applicants make the following amendments and remarks.

Amendments to the Claims are reflected in the listing of claims in this paper beginning on page 2.

Remarks follow the amendment section of this paper beginning on page 24.